

**REPORT - PLANNING COMMISSION MEETING**  
**July 14, 2005**

**Project Name and Number:** Pacific Commons (PLN2005-00315)

**Applicant:** Catellus Development Corporation

**Proposal:** To consider Architectural Approval of two (2) buildings (R4 & R5) totaling approximately 20,285 square feet.

**Recommended Action:** Approve subject to conditions.

**Location:** The buildings are proposed to be located within Planning Area 3C, which is bound on the north by Auto Mall Parkway, on the east by Planning Area 3B, on the west by Boscell Road and on the south by a private road, in the Industrial Planning Area.

**Assessor Parcel Number(s):** 525-1326-021-00

**Area:** Planning Area 3C is approximately 4 acres in size.

**Owner:** Catellus Development Corporation

**Agent of Applicant:** Sean Whiskeman, Catellus Development Corporation

**Consultant(s):** Norman Sears, SGPA Architecture and Planning  
Jason Victor, KenKay Associates

**Environmental Review:** An EIR and Supplemental EIR ('SEIR') were previously approved for the Pacific Commons project. An Addendum to the SEIR was prepared and adopted for the Planned District Major Amendment (July 22, 2003) finding the project to be consistent with the original plan and environmental documents. The proposed building architecture is consistent with the approved Planned District Major Amendment.

**Existing General Plan:** IR-C-I – Restricted Industrial, Commercial-Industrial Overlay

**Existing Zoning:** P-2000-214, Planned District, as amended by PLN2003-00166

**Existing Land Use:** Vacant

**Public Hearing Notice:** Public hearing notification is applicable. A total of 44 notices were mailed to owners and occupants of property within 300 feet of the site on the following streets: Christy Street, Brandin Court, Boscell Road, and Auto Mall Parkway. The notices to owners and occupants were mailed on June 30, 2005. A Public Hearing Notice was delivered to The Argus on June 27, 2005 to be published by June 30, 2005.

**Executive Summary:** The architectural submission filed by Catellus Development Corporation (Catellus) pertains to two (2) buildings located at the northeast corner of Auto Mall Parkway and Boscell Road (Planning Area 3C) within the Pacific Commons Development, which was approved for retail development through a Planned District Major Amendment (PLN2003-00166) in July 2003. With the approval of the Planned District Major Amendment, one of the conditions of approval specifically states that the applicant shall submit the proposed architecture for the subject buildings to Planning Commission for review and approval. Should the Planning Commission support the proposed project, the applicant has indicated that the buildings will be completed by June 2006.

**Background and Previous Actions:** The Pacific Commons Development was originally approved in 1996 with a mixed-use industrial development and retail “power center” on approximately 840 acres. Due to a reduction of the developable land within the project area based on resource Agency requirements and the changing market conditions since the 1996 Council approval, subsequent land use changes and approvals have occurred to respond to the changing market trends.

Most recently, on June 26, 2003, the Planning Commission recommended that the City Council approve the Planned District Major Amendment (PLN2003-00166) to allow for the development of a major retail development on approximately 79 acres of land within the area commonly known as the Pacific Commons Development. The amendment specifically approved the following:

- Allow for the creation of a unique, pedestrian-oriented community retail shopping center at the east Activity Center in place of the previously envisioned hotel, office and retail uses (Planning Area 1);
- Relocate the Major Retail Area to an approximately 40 acre area along Auto Mall Parkway between Christy Street and Boscell Road (Planning Area 2 & 3);
- Allow for the development of mixed retail, one to four-story Office/Research & Development buildings and auto dealerships on the west side of Boscell Road from Auto Mall Parkway to Curie Street (Planning Area 4);
- Return Boscell Road to the alignment proposed through the 2000 approvals; and
- Extend Pacific Commons Boulevard from Curie Street to Auto Mall Parkway.
- Amendments to the Development Agreement between the City and Catellus which: (i) extend the completion date for Cushing Parkway; and (ii) limit drive-thru restaurants to two unique establishments.

On July 22, 2003, City Council took action to approve the Planned District Major Amendment (PLN2003-00166) based upon the required findings and conditions of approval. The Guidelines and Standards relating to the amendment were inserted into a document entitled **Supplement “B” – Pacific Commons Planned District Development Standards and Guidelines**. Supplement “B” is the Standards and Design Document which guides and directs development within the Major Retail District in Pacific Commons.

Through the review and analysis of the Planned District Major Retail Amendment (PLN2003-00166), staff and the applicant felt it necessary to have Planning Commission review and approve the architecture of specific buildings due to their location and visibility. Therefore, the following condition appears in the Conditions of Approval of the PD Major Retail Amendment: **“The architecture of all buildings immediately adjacent to and associated with the Primary Entry Gateway in Planning Areas 1 and 2 at the intersection of Auto Mall Parkway and Christy Street and the buildings associated with the Secondary Entry Gateway in Planning Areas 3 and 4 at the intersection of Auto Mall Parkway and Boscell Road are subject to approval by Planning Commission. Proposals for all other buildings in Planning Areas 1, 2 and 3 shall be subject to architectural approval by planning staff through the Development Organization Review Process. Staff shall have discretion to refer any building to Planning Commission for architectural approval”**. The subject buildings under review are located at the intersection of Auto Mall Parkway and Boscell Road in Planning Area 3.

The buildings will be referenced as R4 and R5 throughout this report, the locations of which are identified on Exhibit “A”.

**Project Location and Site Orientation:** The entire Pacific Commons Major Retail Area is generally located west of Interstate I-880, south of Auto Mall Parkway, north of Curie Street and east of the Fremont Auto Mall. The Major Retail District occupies approximately 79 of the 300 acres of the Pacific Commons Master Planned Development (refer to attached maps). The various parcels of land, which were effected by the Planned District Amendment, have been divided up into four (4) distinct Planning Areas, due to the proposed land use and physical characteristics. The majority of Planning Areas 1 and 2 have been developed with approximately 300,000 square feet of commercial retail space. Planning Area 3 is occupied by Costco and In-N-Out Burger which is currently under construction, both uses totaling approximately 159,000 square feet. The Planning Area, which is affected by this application, is referred to as Planning Area 3C, which allows for the development of approximately 41,650 square feet of retail space on a 4-acre parcel. The parcel will be composed of some small retailers adjacent to Auto Mall Parkway and Boscell Road (R4 & R5) and possibly a larger tenant located east of R5, within the space denote as M6 on the plans. Buildings R4 and R5 have been positioned to address the corner of Auto Mall Parkway and Boscell Road creating a strong architectural backdrop for the Secondary Gateway Feature. The Secondary Gateway Feature is intended to create a secondary landmark that will greet

not only the retail customers but also identify a key entrance to the entire Pacific Commons Development. Buildings R4 and R5 will be complemented by two additional buildings (in Planning Area 4 on western side of the intersection). All four buildings combined with the plazas and sculptures will make up the complete Secondary Gateway Feature to Pacific Commons. The buildings under review through this project will also be connected to the rest of the development through the pedestrian promenade, walkways/pathways with the vision to try and establish the pedestrian as key element of this retail development. Final review of the outdoor areas and pedestrian promenade spaces and accompanying facilities and amenities will be reviewed and approved through the Development Organization Review Process (Building Permit) consistent with the standards and guidelines established for Pacific Commons.

### **Project Description: Architectural Review of building R4 and R5 within Planning Area 3C**

**General Plan Conformance:** The existing General Plan land use designation for the project site is Restricted Industrial, with a Commercial-Industrial Overlay (IR-C-I).

Policy LU3.2: The General Plan allowed uses for Restricted Industrial are sufficiently broad, with regional retail uses permitted on sites with convenient freeway access and where the proposed use is compatible with the purpose of the industrial area. The General Plan requires Restricted Industrial land use areas be characterized by superior architecture and landscaping treatment and site planning. The proposed development is compatible with the purpose of the industrial area, in that it is providing enhanced architecture, landscaping and site planning as per Guidelines Supplement B. The Major Retail District incorporates linkages to the nearby business districts and features high quality architecture. The different retail areas within the project area also provide a needed and convenient amenity to the employees and visitors of Pacific Commons, to the surrounding business and to Fremont residents during business and non-business hours. Therefore, the proposed regional retail uses, and in particular the two (2) buildings being reviewed through this report, are appropriate for this General Plan designation.

Policy LU3.3: The General Plan allows for commercial uses providing necessary services and large-scale regional retail in industrial designated areas. The two (2) proposed buildings are located off of I-880 with access from Cushing Parkway and Auto Mall Parkway.

**Zoning Regulations:** The site is zoned Planned District, P-2000-214. The Planned District provisions were modified by a Planned District Major Amendment (PLN2003-00166), which allows for the development of a community shopping center, major retail area and various other land uses. The proposed retail development also satisfies the following requirements of the commercial/industrial overlay district: the use occupies (entire project) at least fifty thousand square feet or is located in a shopping center with a total leasable area of one hundred and fifty thousand square feet; the use is oriented to the regional market; convenient access from the freeway is available; and the proposed use would be compatible with existing and proposed uses and would not impede future industrial development. The project meets the size criteria, is oriented to the regional market and has convenient access to the freeway.

The proposed building envelopes comply with the required setbacks as set forth in Supplement B and P-2000-214. The balance of the review will be completed through the Development Organization Review Process with the submission of more detailed plans.

### **Design Analysis:**

**Architecture:** The architecture reflects a clean harmonious design that has been articulated in the Pacific Commons Planned District Development Standards and Guidelines Supplement B. These buildings have been composed in a complementary style to the buildings in Planning Area 1 and the buildings at the corner of Auto Mall Parkway and Christy Street in Planning Area 2 containing elements that include molding, wood brackets, creative window fenestration and fabric awnings at the storefront areas. This similar level of design is also expressed in the articulation in wall planes with variations in wall heights creating visual interest and a strong pedestrian scale. Tower elements have been incorporated at prominent corners of the building to help create a unique identity for the various retail tenants who will occupy these buildings. Materials expressed on the buildings include textured colored stucco, bold expressed metal reveals, and large glass storefronts with metal trim and metal and fabric canopies to help break up the overall massing of the buildings. Additional details include clean bold molding caps as well as broad overhanging flat roof towers supported by stained wood brackets. The base of the buildings is detailed with cast stone panels having a limestone appearance.

**Hardscape/Plaza Areas:** Attention has also been given to the hardscape and plaza areas around R4 and R5 to delineate special plaza areas, gathering places as well as detailing that relates to the building architecture. Some of the proposed tenants for R4 and R5 are envisioned to be specialty food type tenants. Many of these tenants enjoy having the opportunity to create casual outdoor dining areas immediately outside their stores. To capitalize on this, outdoor sidewalk areas on the south side of R4 and the west side of R5 could be provided for, to allow for the opportunity of outdoor dining/gathering. The Secondary Gateway Feature area contains a bronze metal sculpture (similar to those that currently exist in Planning Areas 1 and 2) mounted within a raised tile finished planter to afford distant viewing as well as an up close touchable experience. The raised planters offer additional seating to compliment the benches provided elsewhere in the promenade. These places offer alternative gathering type spaces. Other coordinated site amenities that occur in the plazas and sidewalk areas include painted metal pedestrian lighting, trees, bicycle racks and trash containers. Paving is sensitively detailed to compliment and interface with the finish of the Pedestrian Promenade while providing a reinforced linkage throughout the Pedestrian Plaza and public realm system.

**Development Impact Fees:** This project will be subject to Citywide Development Impact Fees. These fees are outlined in the Development Agreement and will include fees for fire protection, capital facilities and traffic impact. These fees shall be calculated at the fee rates in effect at the time of building permit issuance.

**Environmental Analysis:** An EIR and Supplemental EIR were previously approved for the Pacific Commons project. An Addendum was adopted for the Planned District Major Amendment finding the project to be consistent with the original plan and environmental documents. The proposed architecture of the two (2) buildings implements the Planned District Major Amendment. No further environmental review is required.

#### **Enclosures:**

**Note:** Within Exhibit "A" there are plans which are provided for informational purposes only and are not part of this approval – Planning Area 3C L1, L2, A0.1, A1.2, A2.2, A4, and A5.

Exhibit "A"	Elevations and Floor Plans for Buildings R4 and R5 (Sheets A0.2, A0.3, A0.4, A1.1, A2.1)
Exhibit "B"	Conditions of Approval

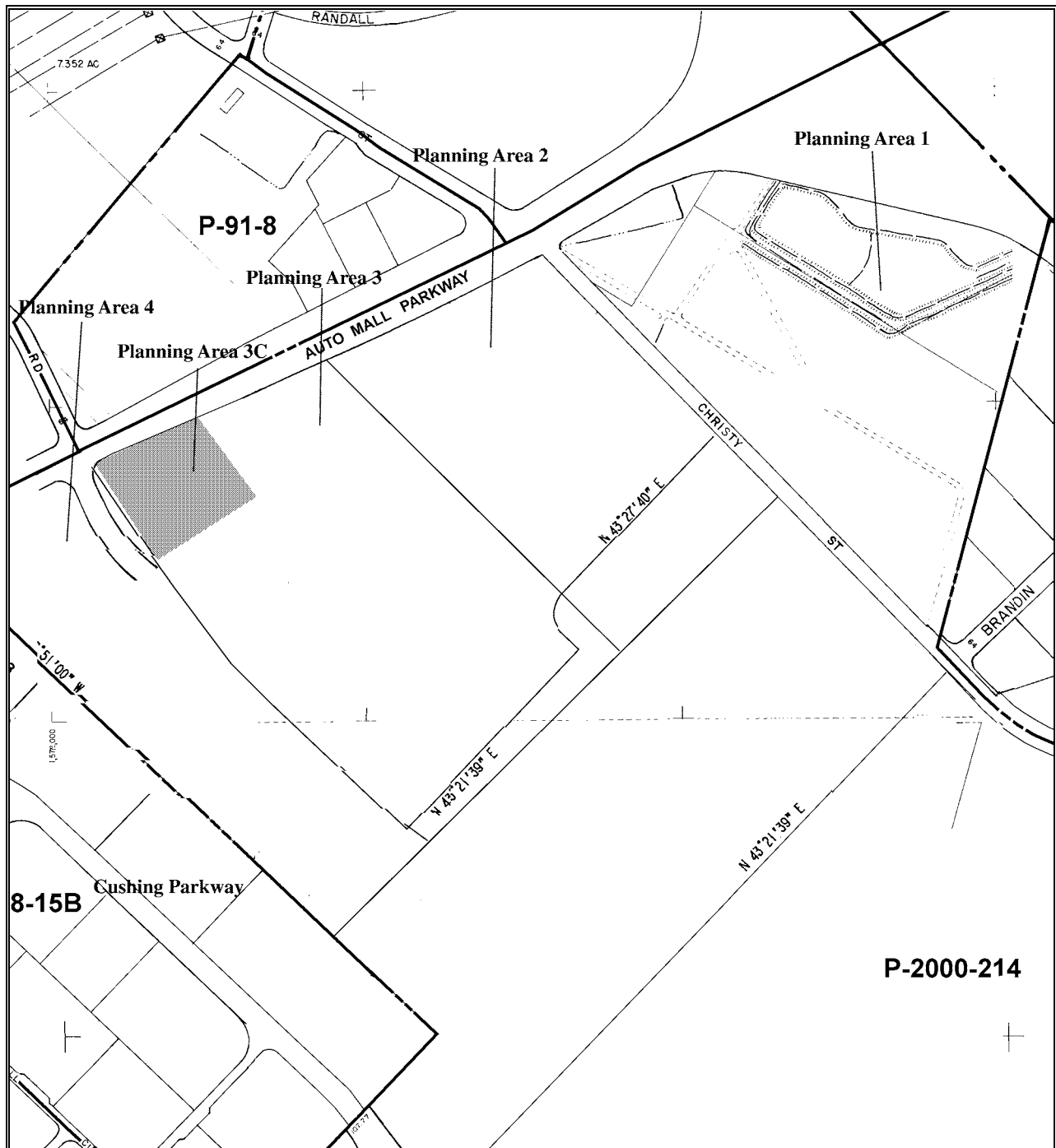
#### **Exhibits:**

Exhibit "A"	Elevations and Floor Plans for Buildings R4 & R5 (Sheets A0.2, A0.3, A0.4, A1.1, A2.1)
Exhibit "B"	Conditions of Approval

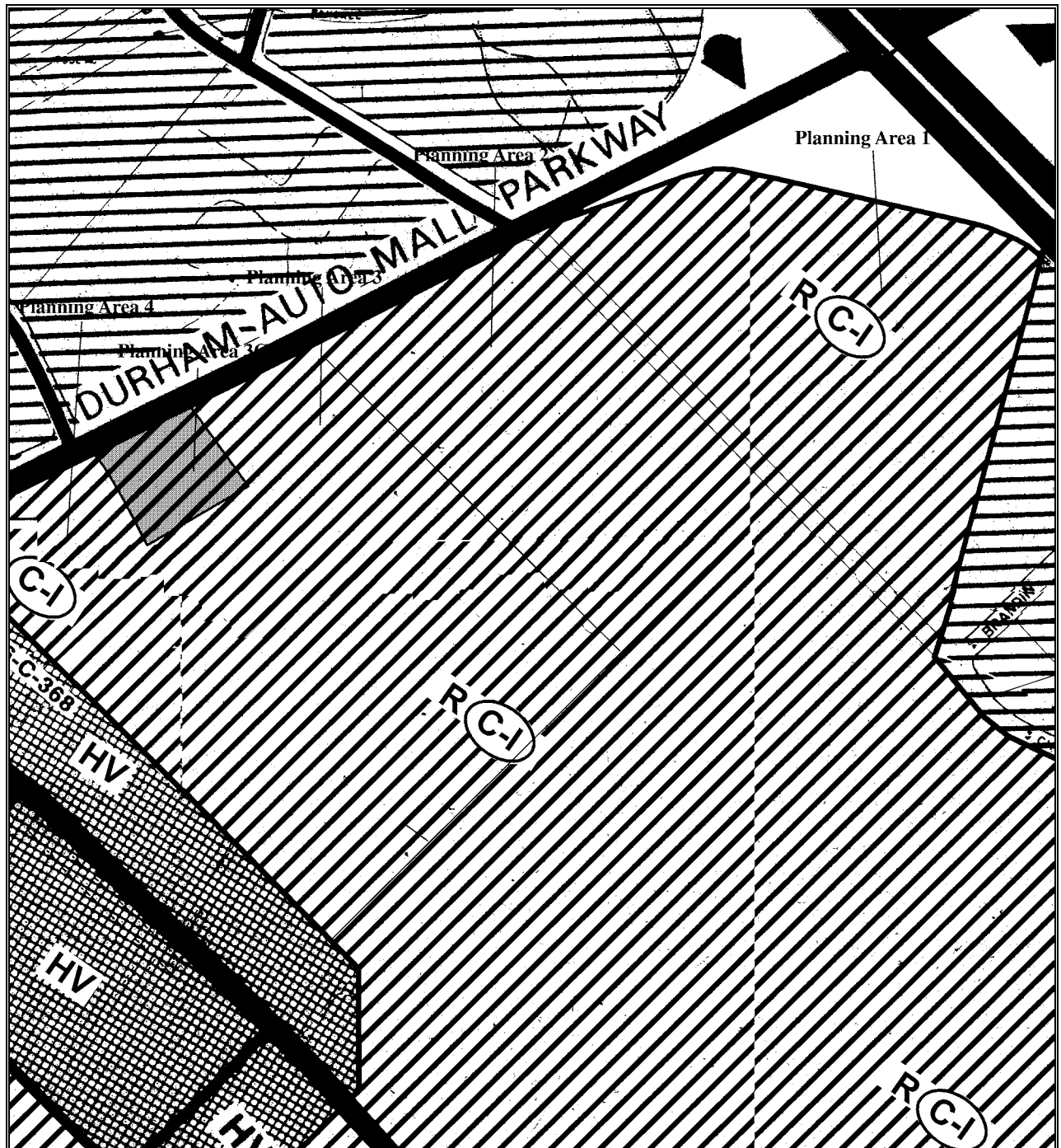
#### **Recommended Actions:**

1. Hold public hearing.
2. Find that the EIR and Supplemental EIR previously approved for the Pacific Commons project, and the Addendum adopted for the Planned District Major Amendment are consistent with the Architecture Plans for R4 & R5 which implement the Planned District Major Amendment and that no further environmental review is required.
3. Find PLN2005-00315 is in conformance with the relevant provisions contained in the City's existing General Plan. These provisions include the designation, goals, and policies set forth in the General Plan's Land Use Chapter as enumerated in the staff report.
4. Approve PLN2005-00315, as shown on Exhibit "A", subject to findings and conditions on Exhibit "B".

Existing Zoning  
Shaded Area represents the Project Site



# Existing General Plan



**Exhibit "B"**  
**Conditions of Approval**  
**Pacific Commons – PLN2005-00315**

1. Approval of PLN2005-00315 for a Architectural Approval of two (2) buildings (R4 & R5) totaling approximately 20,285 square feet in Planning Area 3C shall conform to Exhibit "A" (Elevations and Floor Plans for Buildings R4 & R5 [Sheets A1, A1.1, & A2.1]. The proposed plans submitted to the **Development Organization** shall substantially conform to the plans submitted with this application, except as modified herein.
2. Minor modifications to Exhibit "A" may be made subject to the review and approval of the Planning Director if such modifications are in keeping with the intent of the original approval, unless the Planning Director finds that such modification warrants review and approval by the Planning Commission.
3. The applicant shall submit appropriate plans to the **Development Organization** for review to ensure compliance with all City codes, policies, and other requirements of the Fremont Municipal Code.
4. All utilities associated with the development of this project, including PG&E meters, and any roof mounted mechanical equipment shall be screened from view, and shall be subject to review and approval of staff during the **Development Organization** review process.